

# PSM

Democracy is not a perpetuum mobile –  
Doesn't last forever

**Tina Berdzenishvili**

Oslo, June 2, 2023



# A brief overview of GPB |

- **Our remit**

Inform  
Educate  
Entertain

- **Our offering**

2 TV channels  
2 Radio channels  
1 Digital Native  
Brand - 1tv.ge  
6 Apps  
1 BVOD  
A strong presence  
on Social Media

- **Our framework**

The public broadcaster helps people to understand each other  
and the world. Promotes Georgian society and culture.  
Regulator: The Communications Commission

- **Funding (2022)**

Public funding: 25,532,933 EUR  
Ads : 529,215 EUR  
Other: 1,115,294 EUR  
Per citizen: 5.64 EUR

- **Staff**

FTE: - 1.7% vs 2022  
Average age: 45  
Women: 41 %  
Men: 59 %



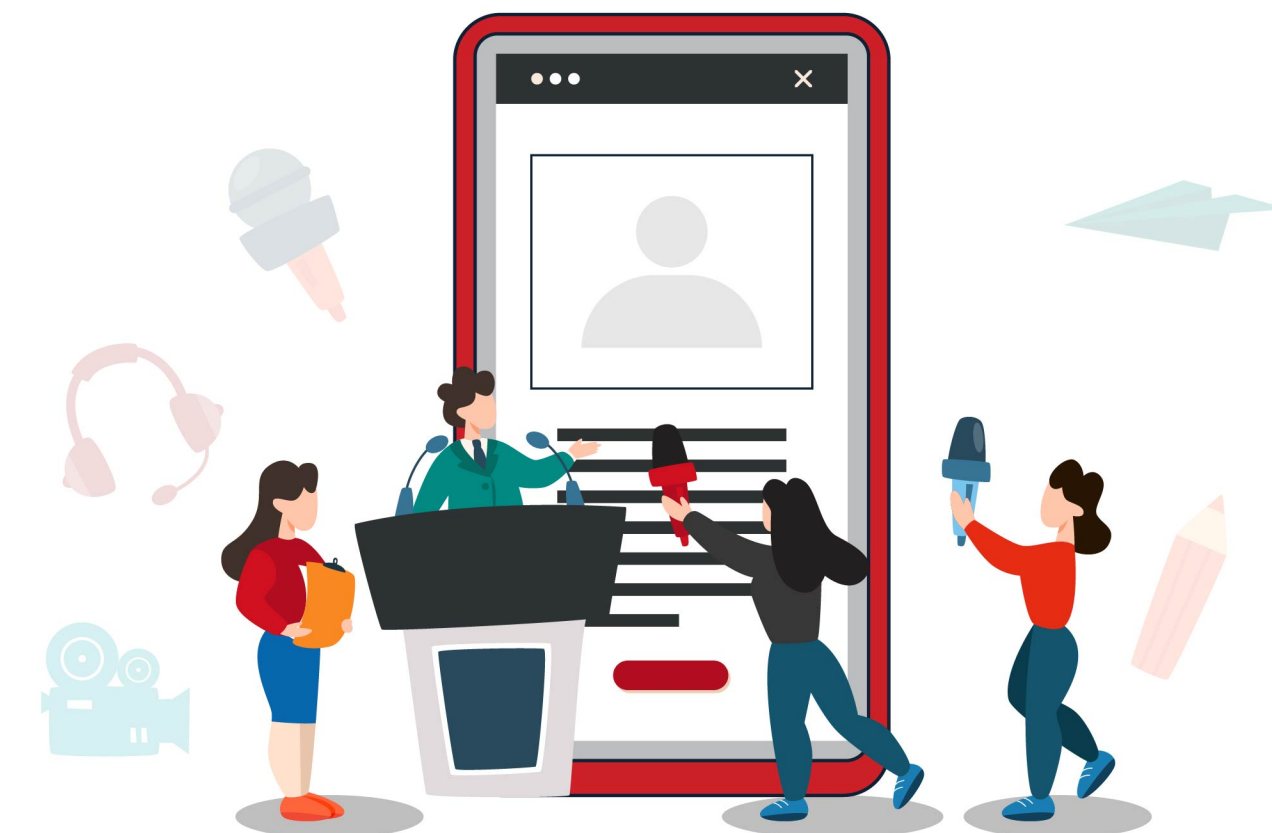
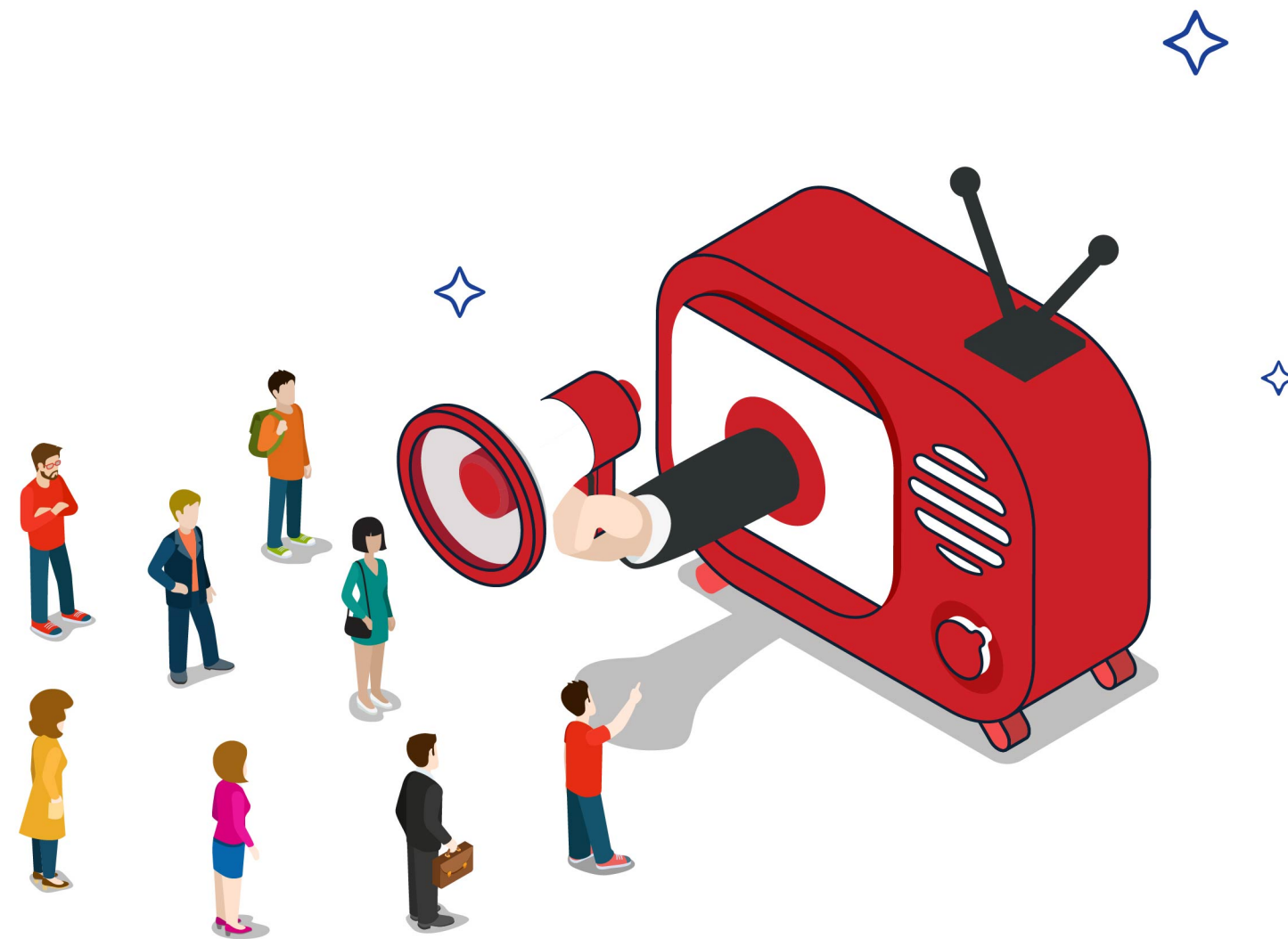
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PUBLIC SERVICE MEDIA

# PSM |

More than 120 organizations around the world self-identify as public service media.

## Public Broadcaster Transforming PSM





# Challenge in the Region |

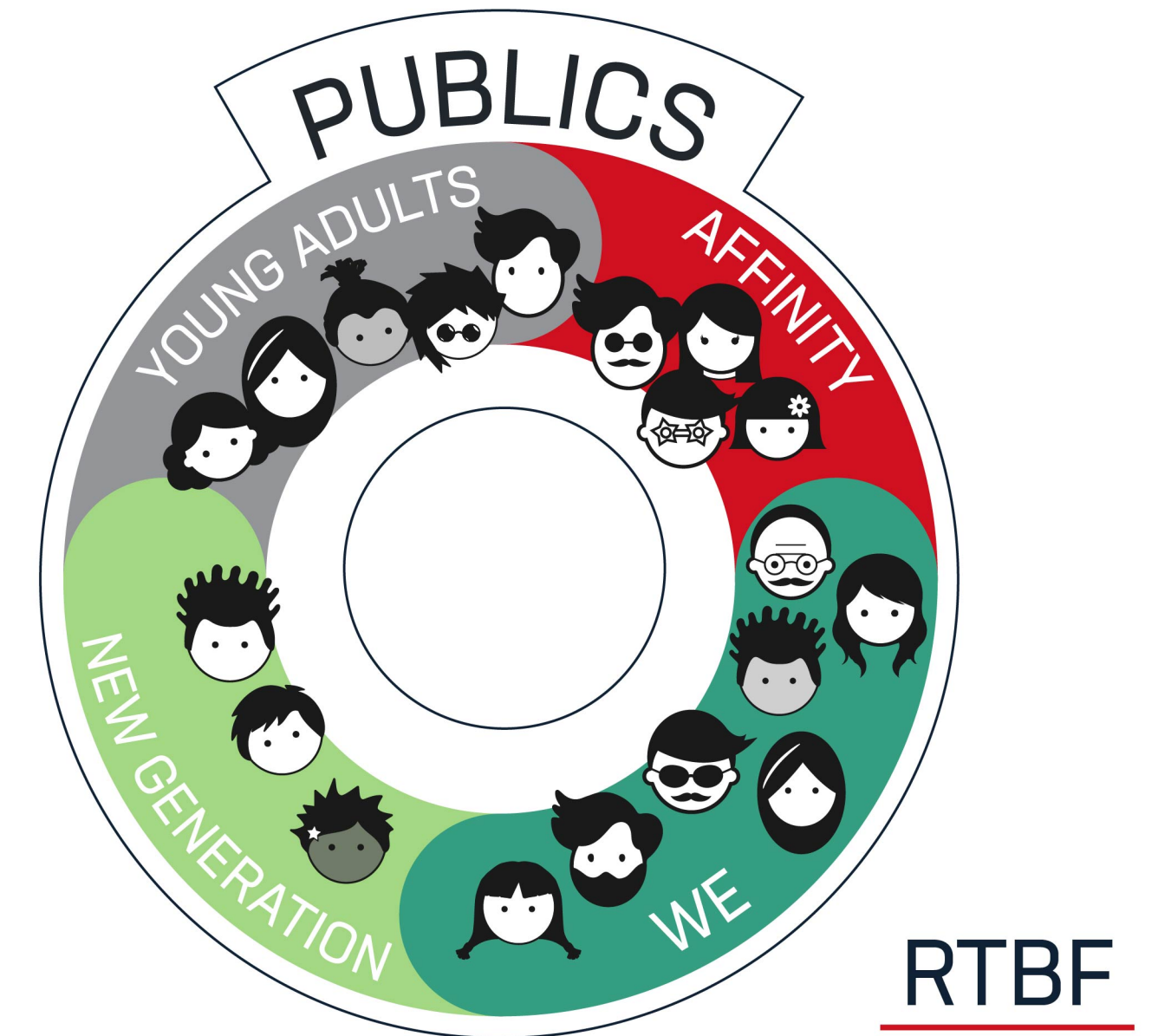
Knowledge – Understanding the Role of the public service media

- Media independence is extremely fragile



Vital for the long-term sustainability

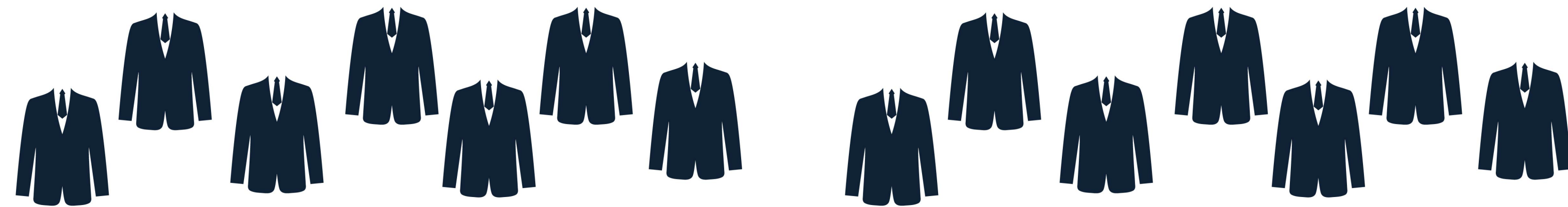
- Governance
- Elections of the DG
- Editorial independence





# State vs Public | Steps for Change

- The Need for Sustainable Development
- Sufficient Legal Framework



During the past **18** years, there have been a total of **12** transitions in the roles of Director Generals and Acting Director Generals, Neither of them served their full term in authority.





# New Business model |

Investing in Georgian Creative Industry

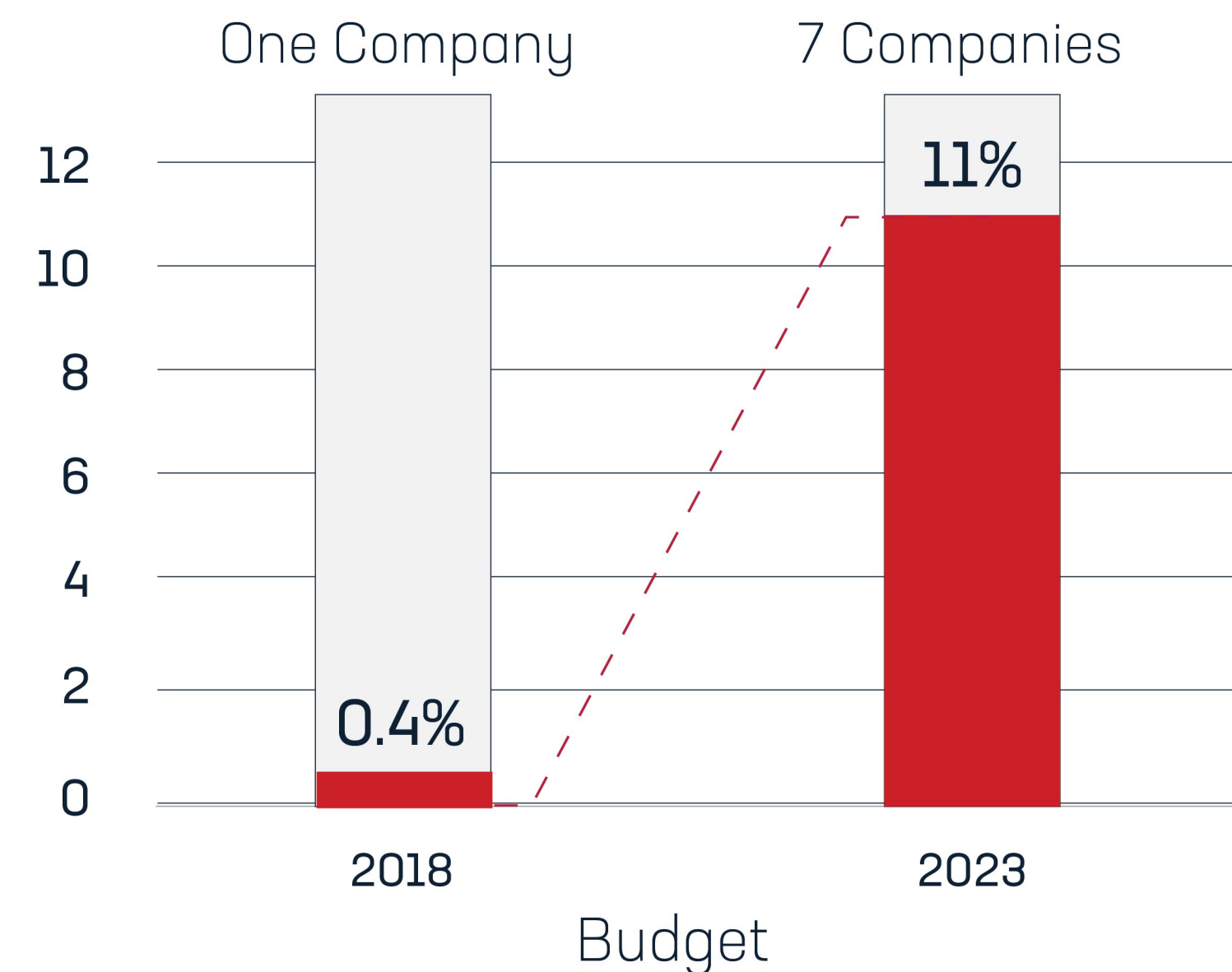
## Amendments

The legislative amendments in 2018 made it possible to fulfill the obligation - products prepared by independent studios should fill at least 25% of the programming.

- More investment In Georgia's Creative Industry
- About GEL 10 million to be spent on outsourced products in 2023
- Approximately 11 percent of the total budget and 33 percent of air time

10 000 000 GEL

Investment



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# Be more Constructive |

## Why Constructive Journalism?

- Fragile Democracy
- Polarization in Media and Society
- PSM – Being criticized by everybody

## GPB Constructive News:

- Course in the Constructive Journalism in the Constructive News Institute – 18 Journalists
- Workshop by Founder and CEO of Constructive Institute
- Constructive News Conference – in Tbilisi

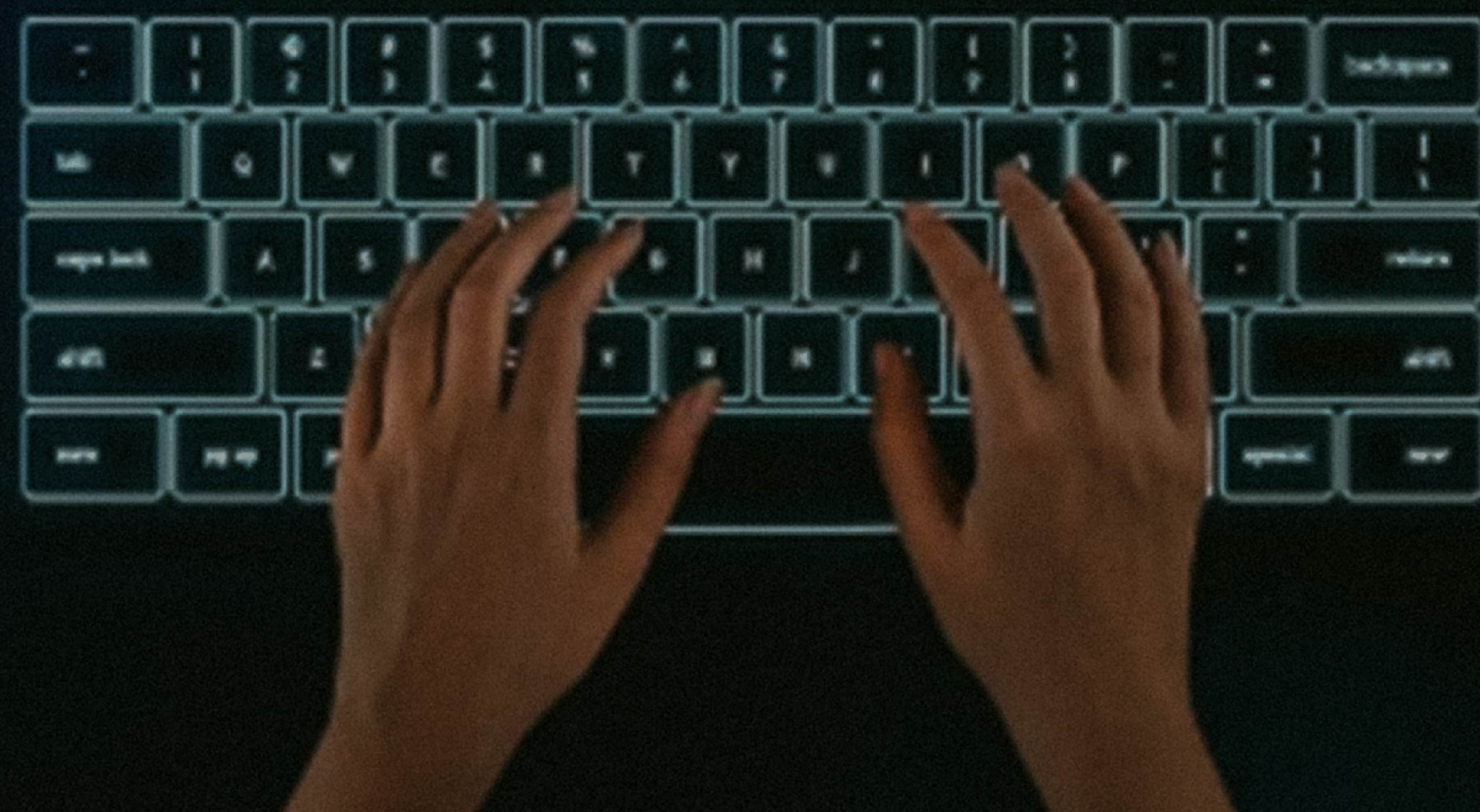




# European Perspective |

GPB joined the European Perspective project

- 
- European Perspective is an initiative launched by the European Broadcasting Union (EBU)
- This EBU-led initiative includes 18 media organizations from 15 countries



EBU

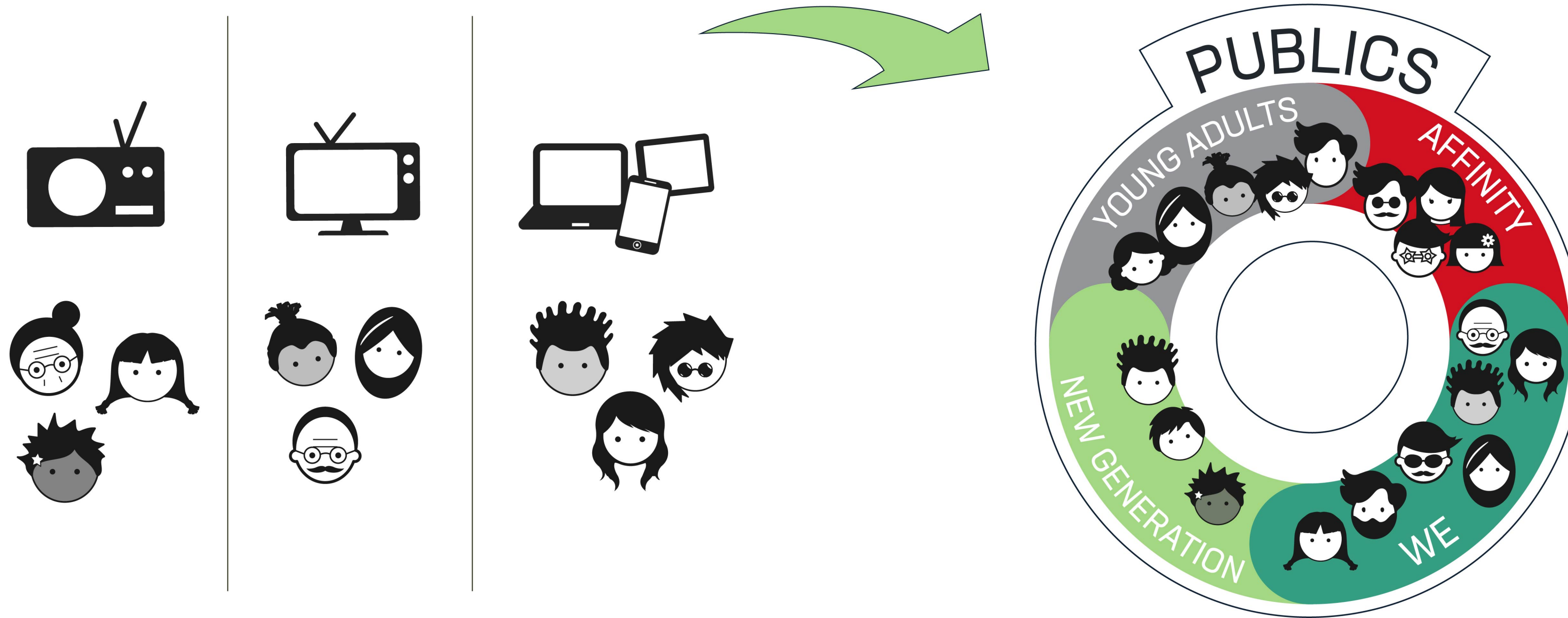
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# What is the place of public broadcasting in the digital era? |

## 100 Years of PSM



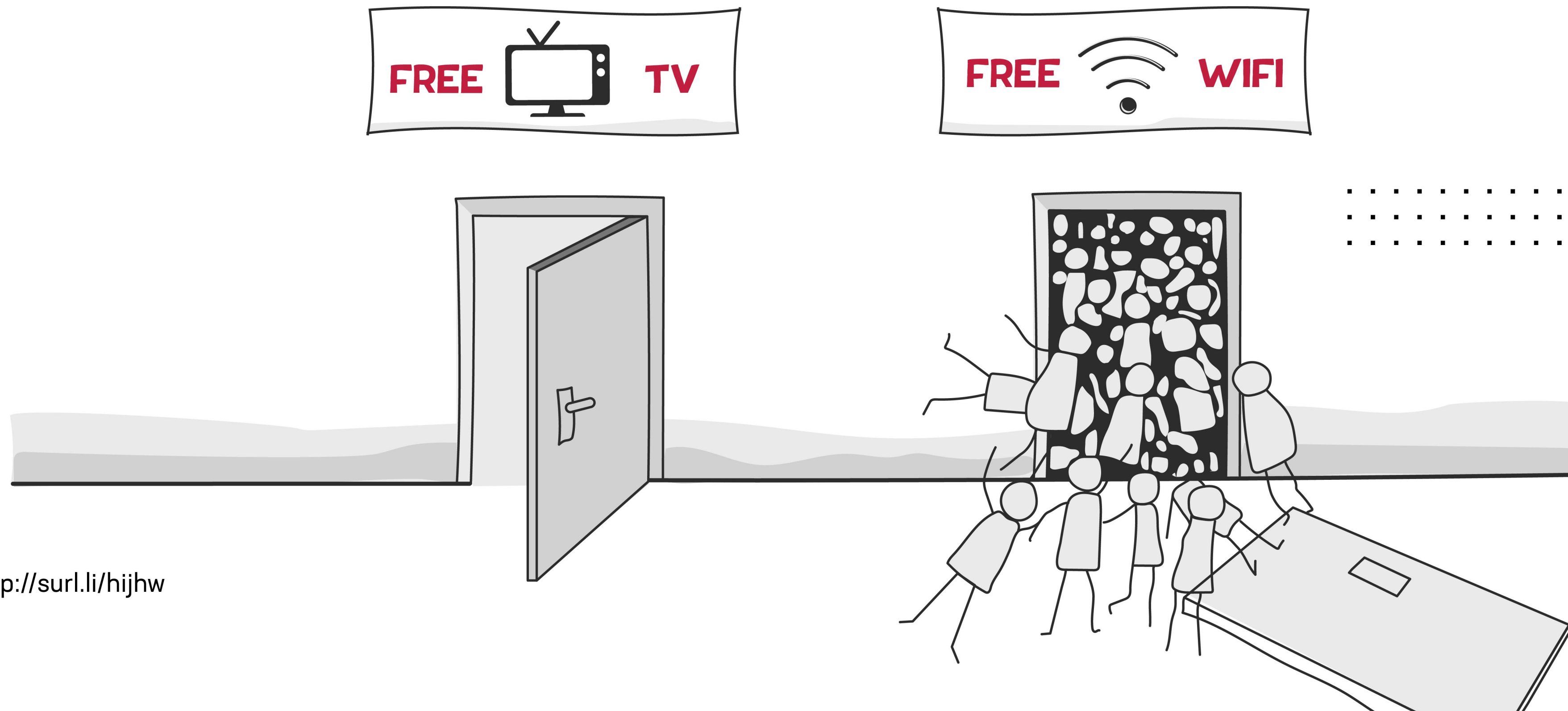
RTBF



# Shift to Digital (AI) |

Presence on every significant social platform

*missing measurement*



<http://surl.li/hijhw>

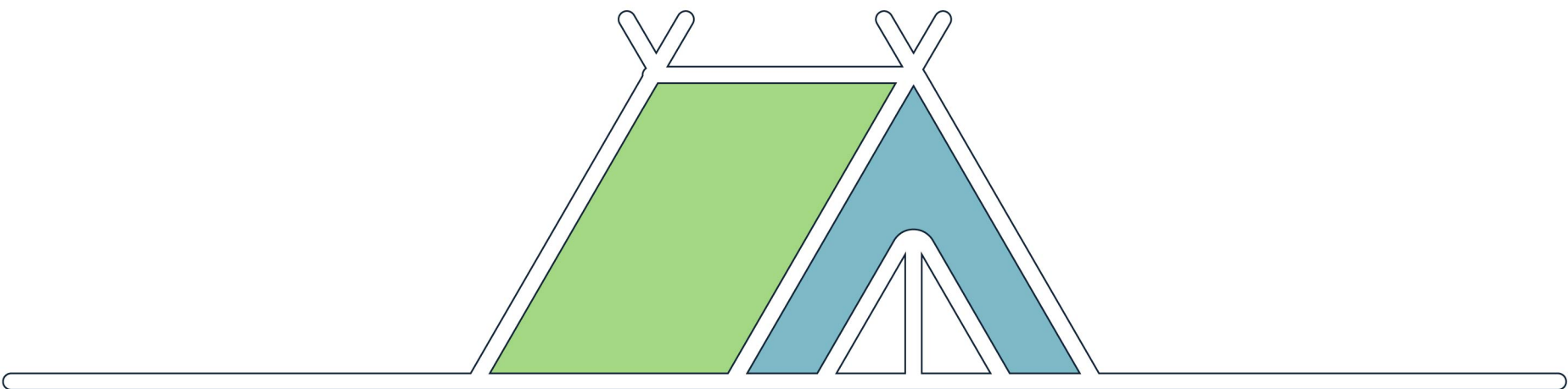
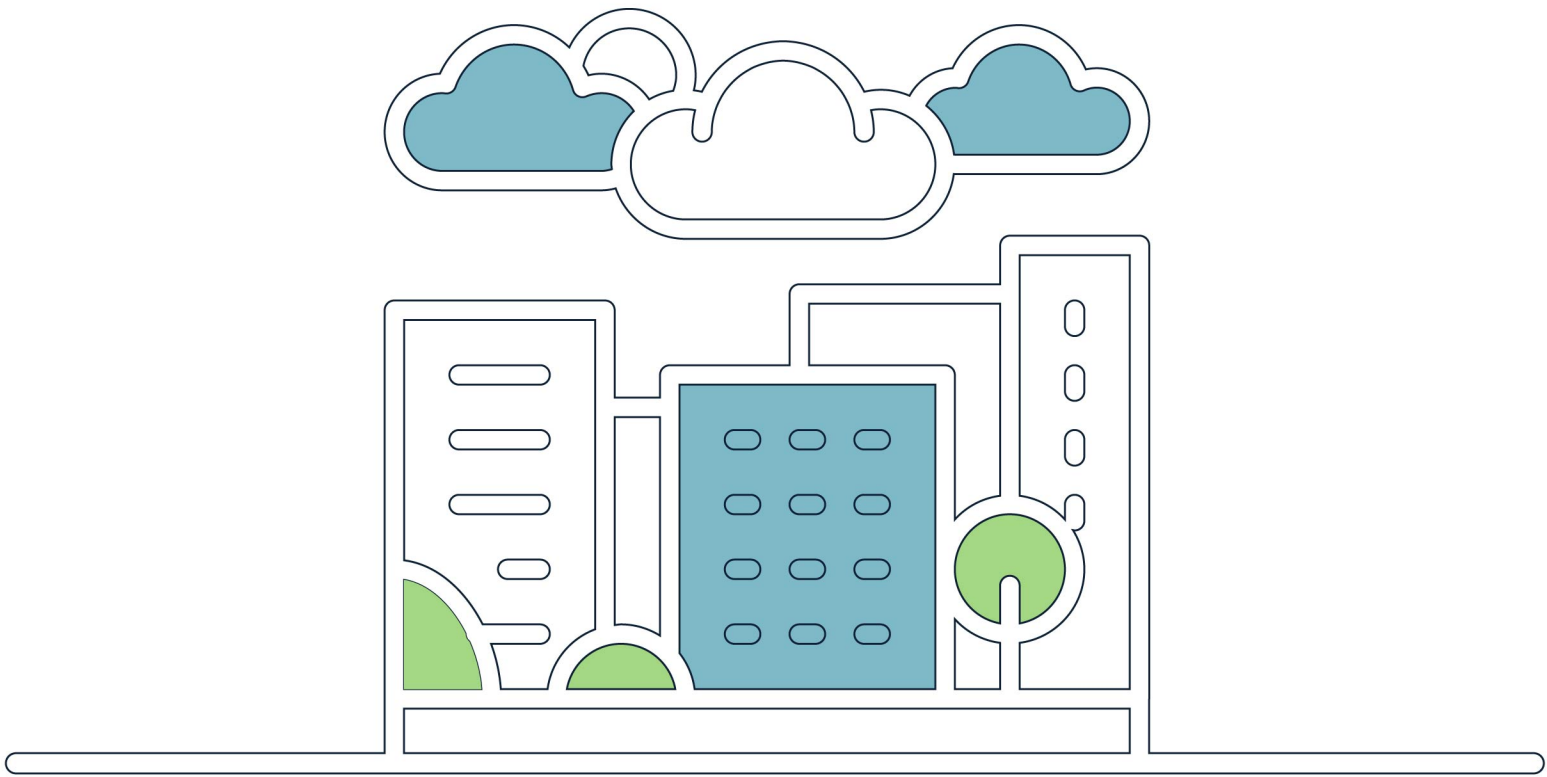
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# Now What? – Keep media good |

Digital conversion



“ Instead of building strong houses, it’s probably more important to build flexible tents. ”  
Yuval Noah Harari



# What is next |

The complexity of media regulations in digital era

AI

DATA PROTECTION

CYBER SECURITY

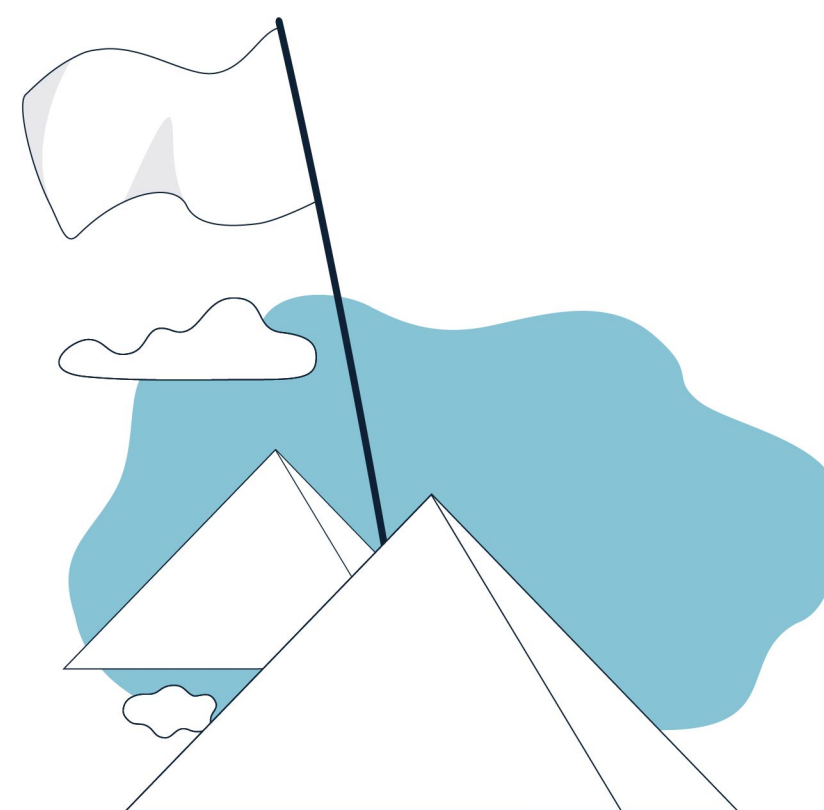
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HATE SPEECH

**WINS WHO OWNS IP**





Thank you

 [T.berdzenishvili@1tv.ge](mailto:T.berdzenishvili@1tv.ge)

